

## **IN THE CLAIMS:**

Claim 1 (currently amended): A method for servicing an electronic certificate for [[a]] goods of a big-name brand or genuine quality, the method comprising the steps of:

establishing both an identification code for the goods as well as a secret code for creating the electronic certificate, prior to one of a first purchase and a first distribution;

~~setting and indicating~~ recording the ~~big-name brand's~~ identification code along with [[a]] the secret code for creating an electronic certificate\_(1) by using one of an audio tag, a visual tag [[or]] and an RFID tag for ~~corresponding big-name brand the goods of the big-name brand before~~ prior to one of a first distribution [[or]] and a first purchase, the secret code being configured to be first known at the first distribution or the first purchase;

requesting creation and transmission of an electronic certificate\_(1) for the goods by inputting the [[set]] established and recorded identification code and secret code into an electronic-certificate creation server\_(10) by means of the audio tag, the visual tag or the RFID tag at the time of the first distribution or the first purchase, said electronic certificate (1) comprising a character image which can be selected from among several shapes, and a management program as well as the identification code~~[[,]]~~ and secret code, ~~character image, and management program~~ and being constructed so that only one electronic certificate can be created per goods ~~when being created and said one electronic certificate can only move after being created;~~

firstly creating the electronic certificate\_(1) for the goods at the electronic-certificate creation server\_(10) after confirming the identification code, when the request for genuine quality certification is received;

transmitting the firstly created electronic certificate\_(1) to a client\_(50) of the first

distributor or first purchaser through a wire/wireless network\_(40); and

displaying the character image of the transmitted electronic certificate\_(1) on a display apparatus of the client\_(50) so that possession of the big-name brand or genuine quality can be shown, and authenticating the big-name brand or genuine quality can be achieved even without the step of authenticating the actual goods themselves, but by merely authenticating the electronic certificate;

wherein a database (30) and an authentication/management server (20) for the electronic certificate (1) and the goods is constructed by the electronic-certificate creation server (10) at the time of creation and transmission of the electronic certificate (1);

the method further comprising the steps of:

transmitting results of the certification or authentication as for the electronic certificate (1) and/or information on the goods of the big-name brand or genuine quality when certification or authentication is requested from the client (50) through the authentication/management server (20);

moving the electronic certificated to the client of a transferee together with transfer of the goods; and

canceling the electronic certificate from the client of a transferor, so as to achieve a change in ownership of the goods of the big-name brand or genuine quality.

Claim 2-5 (canceled).